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# MULTIMEDIA UNIVERSITY

## FINAL EXAMINATION

TRIMESTER 2, 2019/2020

**BMR1014 – FUNDAMENTALS OF MARKETING**  
(All Sections/Groups)

6th MARCH 2020  
3.00 p.m - 5.00 p.m  
(2 Hours)

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### INSTRUCTIONS TO STUDENT

1. This question paper consists of 2 pages including the cover page.
2. Attempt **ALL** questions. The distribution of the marks for each question is given.

**SECTION A: ANSWER ALL QUESTIONS****QUESTION 1**

List and briefly explain the five-step model of the marketing process for creating and capturing customer value? (25 marks)

**QUESTION 2**

Based on the consumer product below, identify the marketing consideration for each of the criteria: types of consumer product, customer buying behaviour, price, distribution and promotion.

- i) Dynamo Fabric Softener
- ii) Sony LED TV
- iii) Chanel Handbag
- iv) Funeral Service

(25 marks)

**QUESTION 3**

- a) The strategy for setting a product's price has to be changed when the product is part of product mix. In order for an organization to maximize its profits the organization needs to implement product mix pricing. Explain the **FIVE (5)** product mix pricing strategies. (15 marks)
- b) Marketing needs to identify, evaluate, and select market opportunities and establish strategies for capturing them. In order to identify growth opportunity, product/market expansion grid is good device to be implemented. Discuss the **FOUR (4)** strategies for identifying company growth opportunities based on the product/market expansion grid. (10 marks)

**QUESTION 4**

- a) Michael Porter suggested **FOUR (4)** basic competitive positioning strategies. Explain. (10 marks)
- b) Environmentalists are not against marketing and consumption; they simply want people and organizations to operate with more care for the environment. Define environmental sustainability and discuss the **FOUR (4)** environmental sustainability policies that companies can implemented. (15 marks)

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